

I. "Traditional" media

- A. Newspapers: NY Times, Washington Post, Wall Street Journal.
- B. Television: CBS, NBC, ABC -- decline w/greater competition from cable.
- C. Magazines: Time, Newsweek, US News, etc. Declining circulation.

II. The "new media."

Examples: the Internet, web logs ("blogs"), YouTube, CNN, Fox News, The O'Reilly Factor, Daily Show, Colbert Report, Rush Limbaugh and talk radio.

III. Characteristics

- 1. More interactive.
- 2. More emphasis on entertainment -- "infotainment."
- 3. Personalized.
- 4. Emotional.
- 5. Informal
- 6. Opinionated
- 7. Topical

IV. The Media and Public Opinion

V. Roles of Media

- A. Gatekeeper:
- B. Scorekeeper
- C. Watchdog:
- D. Agenda Setting:

VI. White House Manipulation of Media

VII. Vocabulary

- 1. Prior Restraint- government can NOT limit what is published in the media. Media can be sued or prosecuted for libel or obscenity
- 2. Federal Communications Commission (FCC)-Government agency charged with regulating what is put in the air (ex: restrict commercials)
- 3. Telecommunications Act: allowed for media consolidation
- 4. Equal Time Rule: Station must make selling time available equally for both candidates
- 5. Right to Reply: if attacked candidates have the right to reply on the station
- 6. Fairness Doctrine: demonstrate both sides of an issue, abolished due to the limit of free ideas

